

# JELENA RADONJIĆ



## WORK EXPERIENCE

### Business Insights Analyst

PepsiCo Serbia, January 2021 - present

- Data analysis: Nielsen database, Household Panel, Brand Tracker, data obtained directly from customers
- Cooperation with marketing research agencies, conducting ad hoc research
- Monitoring changes in market trends, detailed analysis, support for the Brand, Sales and Revenue team, combining internal and external data
- Leading discovery sessions with distributors for export markets

### Junior Customer Care Manager

LUKOWA Food AG, Jun 2020 - September 2020, internship

- Creating product specifications
- Implementation of a project with GS1 on traceability of product origin
- Completion of documentation on technical characteristics of machines for processing and quality control of products

### Operations Associate

Wolt, July 2019 - October 2019

- Customer support, market research
- Holding trainings for partner restaurants, creating menus

## VOLUNTEER EXPERIENCE

### Team member

Case Study Club FON, December 2018 - October 2019

- Solving case studies and competing
- Learning about market research, case study and presentation methodologies

### Project manager

AIESEC LC EF, January 2018 - September 2018

- Global School of Entrepreneurship Project
- Team management, activity planning, delegation of responsibilities, coordination of participants, 1-on-1 meetings with team members

## FORMAL EDUCATION BACKGROUND

### Organizational Science Engineer

University of Belgrade, Faculty of Organizational Sciences

Major: Quality Management and Standardization

The diploma is expected in 2022.

## KO JE JELENA?

*I have a sharp eye for details, problem solving and goal achieving oriented. My interests are in field of analytics, market research, standardization and norms and regulations.*

## CONTACT DETAILS

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## SKILLS

ISO 9001

Standardization

Market research

Team leading

Problem solving

Drivers licence - B

## LANGUAGES

Serbian - Native

English - C1

German - A2

## PRIVATE INTERESTS

Entrepreneurship

Traveling

Public Speaking

Psychology - human behaviour

Running

Reading

Boxing